

CAN-AM

ALL BREEDS EQUINE EXPO

MARKHAM FAIRGROUNDS



CLINICIANS SHOPPING EDUCATION FAMILY FUN EVENING SHOW

APRIL 5-7, 2019

PARTNERSHIP PACKAGE

CAN-AM ALL BREEDS EQUINE EXPO

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The Can-Am Equine All Breeds Expo offers a variety of partnership opportunities for those who would like to receive extra exposure and target the rural and equine demographics. With record-breaking attendance last year, and many exciting clinicians soon to be announced, we feel confident that Can-Am 2019 will be our most successful show to date!

2018 Attendance: **Close to 10,000**

Website Hits 2018: **125,000**

Social Media Reach from 2018: **1.2 Million**

Year in Existence: **16**

ABOUT CAN-AM

The Can-Am All Breeds Equine Expo returns to the Markham Fairgrounds in Ontario on April 5-7, 2019. Eastern Canada's premier equine event brings together thousands of horse lovers and industry partners all under one roof for a great weekend for everyone from the seasoned horse person to the weekend rider and everything in between! The Can-Am Equine Expo features three exciting days of international clinicians, family-fun entertainment and performances, equine breed showcases, all indoor shopping and kid friendly interactive attractions

Can-Am Equine Marketing Inc. hosts the Can-Am All Breeds Equine Expo, Eastern Canada's largest equine education and recognition event. Can-Am's mandate is to create awareness of the equine industry, making horses a vital part of the community.



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OUR OBJECTIVES

- Stage numerous equine-related lectures and presentations, as well as provide far-reaching opportunities, that directly focus on the Equine Industry's bringing more involvement from both equine enthusiasts and the general public. We strive to enhance the value and significance of the Equine Industry in Canada through education, awareness, and trade.
- Create marketing opportunities by working with Agencies and Associations.
- Publicize Canadian Goods and Services within the industry's principal members, including horse breeders, product manufacturers, distributors, educational facilities, and so on.
- Promote the improvement of Equine Breeds and increase their quality and variety.
- Encourage employment within the large and lucrative Equine Industry in Canada.
- Create an annual Provincial Conference setting for the purpose of addressing pertinent issues affecting the Horse Industry.
- Facilitate the expression of the Views and Goals of Canadian Equine Associations to a multi-breed event.
- Brand the Canadian Horse Industry as United and Strong, and give it a greater visibility in other countries and jurisdictions.
- Can-Am Equine Marketing Inc. is committed to promoting the Horse Industry to its fullest potential. We are a privately owned company that works with many profit and non-profit groups.



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BRONZE PARTNERSHIP - \$750

- Recognition as a presenting sponsor of a daily clinic in Seminar Room each day.
- 5 Three-Day Passes
- Sponsor Logo on Can-Am Website

SILVER PARTNERSHIP - \$1000

- Recognition as a presenting sponsor of a daily clinic in a Seminar Room each day
- Sponsor banner in the Main Arena
- 2 Announcements per day on trade show floor
- 10 Three-Day Passes Sponsor
- Logo on Can-Am Website

GOLD PARTNERSHIP- \$2500

- Recognition as a presenting sponsor of a daily clinic in Seminar Room each day
- Sponsor of clinician in Main Arena
- Banner in Main Arena
- 2 Announcements per day on trade show floor
- 10 Three-Day Passes
- Sponsor Logo on Can-Am Website
- 1 Social Media Campaign

PLATINUM PARTNERSHIP - \$5000

- Exclusive naming rights to the Seminar Room
- Recognition as presenting sponsor of a clinic in the Main Arena each day
- Sponsor banner in the Main Arena
- Sponsor banner at Front Entrance
- 4 Announcements per day on trade show floor
- Opportunity to have item distributed at entry (1000 bags)
- 15 Three-Day Passes
- Sponsor Logo on Can-Am Website and Print materials
- 2 Social Media Campaigns
- 10x10' booth space



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CORPORATE PARTNERSHIP - \$10,000

- Naming rights to a feature attraction in Main Arena
- 2 sponsor banners in the Main Arena
- 25 Three-Day passes
- 2 sponsor banners at Front Entrance
- Opportunity to have item distributed at entry (1000 bags)
- 6 Announcements per day on trade show floor
- 25 Three-Day passes
- Sponsor logo on all print and digital promotional materials
- Sponsor mention in radio ads and multiple social media campaigns
- 10x20' booth space

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SPONSORSHIP INQUIRIES

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